

Message Text

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ACTION ARA-10

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TAGS: BEXP, CO
SUBJ: FY 1976 CCP FINAL ASSESSMENT

REF: STATE 291643

1. IN 1976, THE CCP PROVED TO BE USEFUL VEHICLE FOR SUCCESS-
FULLY PROMOTING U.S. PRODUCTS IN COLOMBIA.
CAMPAIGN AND NON-CAMPAIGN ACTIVITIES WERE APPROPRIATE AND
WELL-DIRECTED TO DYNAMIC AREAS OF THE COLOMBIAN ECONOMY.
ONLY IN ONE CASE WAS AN ACTIVITY INAPPROPRIATE. IN THE FOURTH
QUARTER POST ATTEMPTED TO RECRUIT A FOREIGN BUYERS GROUP TO
ELECTRO 76. THIS PROVED UNSUCCESSFUL BECAUSE THE FLEDGLING
COLOMBIAN ELECTRONICS MARKET PRESENTLY IS VERY UNSOPHISTICATED
AND NOT READY FOR HIGH TECHNOLOGY U.S. ELECTRONIC IMPORTS.

2. A FEW PROBLEMS WERE EXPERIENCED IN MEETING OBJECTIVES
OF THE CCP. IN THE SECOND, THIRD, AND FOURTH QUARTERS, SE-
VERAL PROJECTS HAD TO BE DELAYED DUE TO THE FOLLOWING FACTORS:
(A) ABSENCE OF A COMMERCIAL ATTACHE FOR SIX MONTHS DURING THE
FISCAL YEAR; (B) LOSS OF TWO POSITIONS IN THE MAU UNIT (ONE
SENIOR ANALYST AND ONE SECRETARY); (C) AN INORDINATELY HIGH
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NUMBER OF OFFICIAL VISITORS DURING THE THIRD QUARTER; AND (D)
THE PROBLEM-RIDDEN MICHIGAN IOGA TRADE MISSION DURING THE SECOND
QUARTER WHICH EXHAUSTED AN ABNORMAL AMOUNT OF POST RESOURCES.

3. ALTHOUGH SEVERAL PROJECTS WERE DELAYED, ALL ASSIGNMENTS
WERE COMPLETED DURING THE 1976 FISCAL YEAR. MOST OF THE
PROBLEMS WHICH CAUSED THE DELAYS WERE NON-RECURRING PHENOMENA.

CONSEQUENTLY THESE PROBLEMS WILL NOT AFFECT THE CURRENT CCP CAMPAIGN. THE ONE EXCEPTION TO THIS IS MAU UNIT PERSONNEL PROBLEM. WITH ONLY TWO OF THE ORIGINAL THREE ANALYSTS REMAINING AND NO SECRETARY, OUTPUT WAS SIGNIFICANTLY CURTAILED DURING 1976 IN COMPARISON WITH 1975. POST RECOMMENDS THAT SEPARATE FUNDING FROM COMMERCE FOR SECRETARIAL SUPPORT FOR TYPING OF MARKET SURVEYS BE APPROVED. A BOTTLENECK EXISTS IN THE TYPING OF REPORTS AND A TEMPORARY-HIRE SECRETARY WOULD GREATLY ALLEVIATE THIS PROBLEM. AN ESTIMATED \$125 WOULD BE REQUIRED PER REPORT. PRINTING COSTS WOULD BE ADDITIONAL.

4. A SOLUTION TO THE PROBLEMS CAUSED BY THE MICHIGAN IOGA MISSION WOULD BE A MORE CAREFUL SCREEING OF IOGA TRADE MISSION GROUPS AND MORE DETAILED AND SPECIFIC GUIDANCE FROM DOC TO THE ORGANIZERS DURING THE PLANNING STAGE (SEE 75 BOGOTA 11126 FOR DETAILS).

5. THE MAJOR COMMERCIAL GOALS OF THE UNITED STATES IN COLOMBIA WERE FULFILLED SUCCESSFULLY AS A RESULT OF THE CCP PROGRAM. THE COMMERCIAL GOALS WERE:

A. TO INCREASE THE U.S. SHARE OF THE COLOMBIAN IMPORT MARKET. THE U.S. SHARE OF THE IMPORT MARKET INCREASED TWO PERCENT FROM 42 PERCENT IN 1974 TO 44 PERCENT IN 1975. IN 1976, THE U.S. MARKET SHARE MAY DECREASE SLIGHTLY DUE TO OVERSTOCKED INVENTORIES AS WELL AS HIGHER PRICES OF COLOMBIAN PETROLEUM IMPORTS. INVENTORIES WILL BE WORKED DOWN BY 1977, AND LIBERALIZATION OF TRADE RESTRICTIONS ON CAPITAL GOOD IMPORTS SHOULD CAUSE THE U.S. MARKET SHARE TO INCREASE SIGNIFICANTLY IN 1977.

B. INCREASE BUSINESS TRAVEL TO THE UNITED STATES.

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DURING FY 1976, THE POST PROMOTED 16 TRADE SHOWS IN THE U.S. THROUGH DIRECT MAILING, PERSONAL VISITS TO LOCAL COMPANIES, AND PRESS RELEASES. THIS PROMOTIONAL CAMPAIGN RESULTED IN APPROXIMATELY 100 COLOMBIAN VISITORS TO U.S. TRADE SHOWS. FOUR FOREIGN BUYERS GROUPS WERE ORGANIZED WHICH ACCUNTED FOR ABOUT 180 COLOMBIAN BUSINESSMEN WHO VISITED THE UNITED STATES AS PART OF OFFICIAL GROUPS. DURING THE YEAR, POST OFFICERS ALSO ASSISTED NUMEROUS COLOMBIAN BUSINESSMEN IN PLANNING THEIR TRAVEL TO THE UNITED STATES.

C. INCREASE THE PARTICIPATION OF U.S. ENGINEERING-CONSTRUCTION FIRMS IN MAJOR PROJECTS INCLUDING REGIONAL PROGRAMS. DURING 1976, POST INCREASED REPORTING OF MAJOR PROJECTS AND FOREIGN GOVERNMENT TENDERS. THIS RESULTED IN A SIGNIFICANT NUMBER OF U.S. BUSINESS VISITORS TO THE EMBASSY INTERESTED IN PURSUING TRADE OPPORTUNITIES IN THE FOLLOWING AREAS: OIL, GAS AND PETROCHEMICALS; TELECOMMUNICATIONS; WATER PURIFICATION AND POLLUTION CONTROL; AND HYDROELECTRIC ENERGY.

D. CLARIFY INVESTMENT REGULATIONS AND PROVIDE ASSISTANCE TO U.S. INVESTORS AND LICENSORS WHO WISH TO OPERATE IN COLOMBIA.

EMBASSY CONTINUED REPORTING ON CHANGES IN THE INVESTMENT CLIMATE AND INVESTMENT REGULATIONS. A COMPILATION OF ALL COLOMBIAN AND ANDEAN PACT LAWS REGARDING INVESTMENT WAS PREPARED DURING THE FISCAL YEAR. A SIGNIFICANT NUMBER OF BUSINESS VISITORS WERE BRIEFED CONCERNING INVESTING IN COLOMBIA.

6. IN SUM ONLY A FEW MINOR REVISIONS IN SCHEDULING WERE NECESSARY IN THE CCP CAMPAIGN FOR 1976 AND ALL COMMERCIAL OBJECTIVES WERE MET.
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